



WIC
DIRECT

The EBT Solution

The EBT Solution

DIRECT

WIC Direct

Powered by CDP

About CDP



- 1963 – founded to provide programming and computer support services to private businesses and government
- 1981 – broadened scope to include public health
- 1988 – moved state WIC system from mainframe onto CDP/Local Health Network
- 2006 – started development of Web-based clinic system
- 2007 – started development of WIC EBT

CDP WIC EBT



- In 2006, KY obtained FNS grant to do online WIC EBT building on system from WA demonstration developed by SVS
- At the beginning of 2007, SVS notified KY that they would not be able to do the project
- FNS and KY made decision to start over and build new system from ground up using CDP
- Development started in July 2007
- Pilot started in August 2009
- Rolling out since September 2010

Introducing WIC Direct



- Early this year, CDP formed a separate group within CDP focused on WIC EBT (online or offline)
- WIC Direct is composed of many key people from various areas within the industry
- Drawing on the talent of WIC Direct associates, the goal is to assist the FNS and WIC authorities with the development and implementation of cost effective and high quality WIC EBT systems
- And... WIC Direct is also the name of the system that we have developed for KY

Value of WIC Direct



- Responsive
 - Focused
 - Disciplined
 - Experienced
-
- The people, the people, the people
 - Have staff expertise to understand WIC from all sides